

PRESS RELEASE

Stockholm, Sweden October 1, 2009

Cision divests subsidiary in Lithuania

Cision has today sold all the shares of its subsidiary in Lithuania to Baltic News Service (BNS), a leading Baltic news agency and media information company, owned by the Alma Media group. Cision Lithuania had revenues of about SEK 9 million in 2008 and currently employs 43 people. Cision Lithuania's business has been focused on the Monitor and Analyze service areas.

Cision and BNS have also entered into a supply agreement regarding Baltic monitor content and analysis services. The purchase price was about SEK 6 million on a cash and debt free basis, paid on October 1, 2009. The divestment will not have a significant impact on the Cision Group's operating profit in 2009.

"The divestment of our Monitor and Analyze business in Lithuania is another step for Cision towards transforming its business, in accordance with previously announced divestments in Denmark, Norway, Sweden and the UK earlier this year. Increasingly, Cision is moving towards a business model with a more attractive service and revenue mix, delivered through our award-winning software platform CisionPoint" says **Hans Gieskes**, CEO of the Cision Group.

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Cision empowers businesses to make better decisions and improve performance through its CisionPoint software solutions for corporate communication and PR professionals. CisionPoint was named the 2009 CODiE Award winner for Best Online News Service by the Software and Information Industry Association (SIIA). Powered by local experts with global reach, Cision delivers relevant media information, targeted distribution, media monitoring, and precise media analysis. Cision has offices in Europe, North America and Asia, and has partners in 125 countries. Cision AB is quoted on the Nordic Exchange with revenue of SEK 1.8 billion in 2008.

This press release is also available at www.cision.com